



TOWN OF  
JUPITER



# 2023 SPONSORSHIP PROGRAM



[www.jupiter.fl.us/Sponsorship](http://www.jupiter.fl.us/Sponsorship)

# BE UNIQUELY JUPITER WITH US!

There are a number of things that make Jupiter a unique place to live, work and play. With roughly 235 days of sunshine per year, Jupiter residents love to soak up the sun at our beaches, our parks and our many outdoor events!

## Common Sponsor Questions

### How do I sign up and how does payment work?

You will sign up for a sponsorship by going online to [www.jupiter.fl.us/Sponsorship](http://www.jupiter.fl.us/Sponsorship) and filling out the sponsorship agreement. After the agreement is filled out, the sponsorship coordinator will send you a link for the payment.

### Do you offer exclusivity?

For certain events, the Town offers exclusive top sponsorships. This is on a first-come, first-served basis. However, for other sponsorships, while the Town gives preference to Jupiter businesses, it does not offer exclusivity to a sponsor.

### Can I pay for the sponsorship with in-kind goods?

The Town accepts in-kind sponsorships dollar-for-dollar. In-kind sponsorships are only accepted if the in-kind item is needed for the event and helps to offset cost in some aspect.

### Can any business be a sponsor?

Organizations with business coming before Town commissions, boards or committees within 12 months of signing the sponsorship agreement are not eligible for any Town sponsorships.

### What does a standard table include?

The Town provides a 10x10 space per sponsor as well as a 6-foot table and two chairs. If you need anything in addition to that or would like to bring anything that would require extra space, you will need to reach out to the event coordinator for approval.

### Can you share a sponsorship with another business?

No, each business must purchase their own sponsorship. You may request to be next to another business at an event.

## Event Rules

- Balloons are not allowed at any event.
- Food provided by a sponsor is only allowed if approved by event coordinator and the sponsor must provide the Town a Certificate of Insurance.
- The Town is working toward reducing single-use plastic. Its PURE campaign supports that goal. The Town asks that sponsors not bring plastic water bottles and minimize use of other single-use plastics at events as part of this initiative.
- Sponsors need to arrive at their assigned time to ensure they will receive placement and be able to drop off materials.
- The event coordinator has final approval on the location of sponsors at events.

You can find the complete sponsorship policy online at [www.jupiter.fl.us/Sponsorship](http://www.jupiter.fl.us/Sponsorship). All sponsor benefits named in this book are provided at the discretion of the Town and may be subject to proper timing and availability. If you have any questions, please don't hesitate to contact our Sponsorship Coordinator at **561-741-2365**.

# BEACON PARTNER • \$5,000

As a Beacon Partner, your business receives optimum marketing opportunities across all target audiences at our most popular, most-attended events. Event selection for the Town's Beacon Partners is during the Town's in-season to ensure maximum community exposure for partners.

**Jupiter Jubilee**  
Saturday, February 4  
5,000 attendees

**Turtle Trot**  
Saturday, May 6  
800 attendees

**Halloween Spooktacular**  
October 2023  
1,000 attendees

**Snow Place Like Jupiter**  
December 2023  
2,500 attendees

### BEACON PARTNER BENEFITS

Beacon Partner appreciation gift	X
Standard table at each event listed above	X
Logo in print advertisements for any applicable event ( <i>Palm Beach Post, Best Version Media or similar</i> )	X
Logo included in event email marketing campaigns for each event ( <i>distributed to approximately 28K</i> )	X
Designated appreciation in post-event social media post for each event	X
Logo included in two Town Times quarterly newsletters ( <i>distributed to approximately 35K 4x/year</i> )	X
Hyperlinked logo on sponsorship webpage	X
Hyperlinked logo on each event webpage	X
Logo included on promotional outdoor signage for each event	X
Logo on marketing collateral for each event ( <i>posters, flyers</i> )	X
Business name and appreciation announced during DJ announcements at each event	X
Logo included on the Turtle Trot t-shirt ( <i>provide high quality logo by March 1</i> )	X

## Don't have a \$5,000 marketing budget?

No problem. Consider an **individual event sponsorship** for one of our larger community events.

<h1>JUPITER JUBILEE</h1>	Attendance <b>5,000</b>
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 Saturday, February 4

 Abacoa Community Park

The Jupiter Jubilee is the Town's annual hometown celebration. The Jupiter Jubilee is a free community event featuring live music, entertainment, a food court, a civic fair, a K-9 demonstration and a kids adventure area.



## The following sponsor levels and benefits are available for those who sponsor the annual Jupiter Jubilee.

	Kids Zone & Stage* Sponsors \$3,000	Presenting Sponsor \$2,500	Premier Sponsor \$1,000	Sustaining Sponsor \$750
Prime table placement at event	X			
Logo included in one edition of Town Times quarterly newsletter ( <i>distributed to approximately 35K</i> )	X	X		
Logo included on promotional outdoor signage	X	X		
Banner or signage at event	X	X		
Logo included in event email marketing campaigns	X	X	X	
Designated appreciation in post-event social media post	X	X		
Hyperlinked logo on event webpage	X	X	X	X
Logo on marketing collateral ( <i>posters, flyers</i> )	X	X	X	
Logo on combined banner or signage at event	X	X	X	
Business name and appreciation announced during DJ announcements	X	X	X	X
Standard table at event		X	X	X
Business name included in event email marketing campaigns				X

\* There are **four** Kids Zone Sponsorships and **one** Stage Sponsorship available.

These events allow sponsors to reach between 2,500 to 5,000 residents.

The following sponsor levels and benefits are available for those who sponsor Touch-a-Truck or Snow Place Like Jupiter.

TOUCH-A-TRUCK
Attendance  
5,000

TBD

TBD

One of the Town’s most popular events for kids, Touch-a-Truck lets kids climb into the driver’s seat! From first responder cars, ambulances and fire trucks, to farming and construction equipment, the variety of trucks to check out is endless. A special part of this event is the horn-free hour for those with sensitive ears or special needs, ensuring Touch-a-Truck is inclusive for everyone!

SNOW PLACE LIKE JUPITER
Attendance  
5,000

December

Abacoa Community Park

Break out the mittens and coats and come play in REAL SNOW at Snow Place Like Jupiter. This free, family-friendly event at Abacoa Community Park also features a tree lighting live music, character meet and greets, and a holiday movie.

	Presenting Sponsor* \$1,500	Premier Sponsor \$750	Sustaining Sponsor \$500
Logo included in one edition of Town Times quarterly newsletter ( <i>distributed to approximately 35K</i> )	X		
Logo/name included on promotional outdoor signage	X		
Banner or signage at event	X		
Logo included in event email marketing campaigns	X		
Designated appreciation in post-event social media post for each event	X		
Hyperlinked logo on event webpage	X	X	X
Logo on marketing collateral ( <i>posters, flyers</i> )	X	X	
Logo on combined banner or signage at event	X	X	
Business name and appreciation announced during DJ announcements	X	X	X
Business name included in event email marketing campaigns		X	
Standard table at event	X	X	X

\* There is **one** Presenting Sponsorship available for each of these events.


## Want to sponsor a fun and traditional event?

Consider an **individual event sponsorship** for our annual Turtle Trot 5K Race.

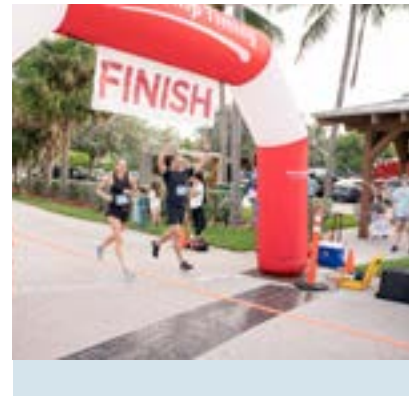
# TURTLE TROT

Attendance  
**800**

 Saturday, May 6

 Ocean Cay Park

The annual Turtle Trot 5K Race is one of the most popular races in northern Palm Beach County. Turtle Trot features the classic 5K race, a special Kids Fun Run and post-race celebration at Ocean Cay Park for winners and participants.



## The following sponsor levels and benefits are available for those who sponsor the annual Turtle Trot 5K Race.

	Sustaining Sponsor \$750 <i>(2 available)</i>	Contributing Sponsor \$500 <i>(5 available)</i>	Supporting Sponsor \$250	Advocate Up to \$100 <i>(In-kind only)</i>
Logo included in event email marketing campaigns	X			
Hyperlinked logo on event webpage	X			
Logo on marketing collateral ( <i>posters, flyers</i> )	X			
Designated appreciation in post-event social media post	X			
Logo on event t-shirt ( <i>provide high quality logo by March 1</i> )	X			
Logo on combined banner or signage at event	X	X		
Standard table at event	X	X	X	
Business name and appreciation announced during DJ announcements	X	X		
Five free entries into the race	X	X		
Hyperlinked business name on event webpage		X	X	X

	Water Sponsor \$500 <i>(2 available)</i>
Placement at the finish line with water	X
Sandwich board with company's logo on it positioned along the route by a water station	X
Hyperlinked business name on event webpage	X
Business name and appreciation announced during DJ announcements	X
Logo on combined banner or signage at event	X
Five free entries into the race	X

If your budget is less than \$1,000, but you want to reach Jupiter families and children, consider sponsoring one of our larger family-oriented events.

<b>HALLOWEEN SPOOKTACULAR</b>	Attendance <b>1,000</b>
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 **October**  **Jupiter Community Center**

This kooky (not spooky!) Halloween extravaganza features trick-or-treating, bounce houses, games and activities for kids of all ages. This event is free for the community, and also features the Teal Pumpkin Project so that even our allergen-sensitive kids can enjoy trick-or-treating fun!

<b>FAMILY MOVIE NIGHT</b>	Attendance <b>250-500</b>
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 **Each month January - March**  **Abacoa Community Park**

This free, outdoor movie series is held at the Abacoa Community Park fields and is the perfect family night out! These family-friendly movies will be shown on a two story-inflatable screen! This event is a great way to get your business out in front of Jupiter families.

	Sustaining Sponsor \$750	Contributing Sponsor \$500	Supporting Sponsor \$250
Logo included in event email marketing campaigns	X		
Hyperlinked logo on event webpage	X		
Logo on marketing collateral ( <i>posters, flyers</i> )	X		
Designated appreciation in post-event social media post	X		
Logo on combined banner or signage at event	X		
Activity table at event	X	X	X
Business name on combined banner or signage at event		X	
Business name on marketing collateral ( <i>posters, flyers</i> )		X	
Hyperlinked business name on event webpage		X	


# There is no mistaking that Jupiter is home to a vibrant, active 50+ community.

It's no wonder when you consider that 8 in 10 residents gave excellent or good ratings to Jupiter as a place to retire.

**Spring Sponsorship:** January, February, March and April

**Fall Sponsorships:** September, October, November and December

## 50+ EDUCATIONAL SERIES

 Spring or Fall


 Jupiter Community Center

This sponsorship allows local healthcare professionals to host an educational series at the Jupiter Community Center. All topics at these programs must be pre-approved by Town staff.

	Educational Series Sponsor \$500
Hyperlinked logo on event webpage	X
Logo on marketing materials	X
In-person 10-minute promotional presentation	X
Standard table at event	X

## MOVIE MATINEE SERIES

Attendance  
100

 Spring or Fall

 Jupiter Community Center

The Movie Matinee Series is very popular with our 50+ community. Offered once a month, there isn't a better way to beat the Florida heat than a free matinee showing in our cool auditorium. Complimentary popcorn and lemonade are part of this fun event too.

	Contributing Sponsor \$500	Supporting Sponsor \$250	Advocate Up to \$100 (In-kind only)
Hyperlinked logo on event webpage	X		
Logo on marketing materials	X		
In-person 10-minute presentation	X		
Standard table at event	X	X	
Banner with logo	X		
Hyperlinked business name on event webpage		X	X
Business name on marketing collateral (posters, flyers)		X	

## DANCES

Attendance  
100-150

 Spring or Fall

 Jupiter Community Center

While the music may differ, our Community Center dances attract a lively crowd that likes to boogie! From big band swing to the hits of the 60s & 70s, our dances bring out the most active in our community!

	Contributing Sponsor \$500	Supporting Sponsor \$250	Advocate Up to \$100 (In-kind only)
Hyperlinked logo on event webpage	X		
Logo on marketing materials	X		
Standard table at event	X	X	
Banner with logo	X		
Hyperlinked business name on event webpage		X	X
Business name on marketing collateral (posters, flyers)		X	

## Skate Park events are a great way to reach an active group of Jupiter families and kids!

Consider an **individual event sponsorship** for one of our Skate Park events.

<b>BOWL-B-QUE</b>	Attendance <b>150</b>
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 April  Jupiter Skate Park

You won't want to miss this annual skate competition! Bowl skaters from the area come out to show off their bowl skills and compete for prizes.

<b>JUPITER BMX JAM</b>	Attendance <b>150</b>
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 September  Jupiter Skate Park

This event is sure to draw a crowd and has become a community staple. Don't miss being part of it!

<b>HALLOWEEN SKATE AND SCOOTER CONTEST</b>	Attendance <b>150</b>
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 October  Jupiter Skate Park

Let's get spooky! This Halloween-themed skate contest is a fun event where skaters compete in costumes! This is a great opportunity to get in front of local skaters.

## The following sponsor levels and benefits are available for those who sponsor one of our Skate Park events.

	Sustaining Sponsor \$500	Contributing Sponsor \$300	Supporting Sponsor \$200	Advocate Up to \$100 <i>(In-kind only)</i>
Logo on t-shirt <i>(when applicable)</i>	X			
Logo included in event email marketing campaigns	X			
Hyperlinked logo on event webpage	X			
Logo on marketing collateral <i>(posters, flyers)</i>	X			
Logo on combined banner or signage at event	X			
Designated appreciation in post-event social media post	X	X		
Business name included in event email marketing campaigns		X		
Standard table at event	X	X	X	
Hyperlinked business name on event webpage		X	X	X
Business name on marketing collateral <i>(posters, flyers)</i>		X		

<b>SKATE PARK EVENT BUNDLE</b>	Attendance <b>450</b>
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 April, September and October  \$1,000  Jupiter Community Center

This sponsorship is for a Sustaining Sponsor level for Bowl-B-Que, Jupiter BMX Jam, Halloween Skate Contest and Halloween Scooter Contest. Sponsors will receive all the benefits of the Sustaining level for all three events at the skate park.



The following sponsor levels and benefits are available for those who sponsor our volunteers for one year.

## SPONSOR OUR VOLUNTEERS • \$250-\$500

The Town of Jupiter sends out a call for volunteers for Town events throughout the year. This sponsorship gives you the opportunity to be represented at all of the Town’s major events, and shows your dedication to public service in our community!

Due to printing deadline, you must sign up for this sponsorship by **January 11** to be included on the 2023 shirts.

	Presenting Sponsor \$500 <i>(2 available)</i>	Premier Sponsor \$250 <i>(3 available)</i>
Logo on volunteer t-shirts	X	
Logo included in volunteer recruitment emails	X	
Logo included in thank you email to volunteers	X	
Recognition in volunteer article in one edition of Town Times <i>(distributed to approximately 35K)</i>	X	X
Logo on volunteer webpage	X	X
Name on check-in signage	X	X
Business name on volunteer t-shirts		X
Business name in volunteer recruitment emails		X
Business name in thank you email to volunteers		X

# FAMILY AUTISM DAY

Attendance  
700

 April 22

 Carlin Park West

This event is filled with resources to assist those on the autism spectrum and their families and friends. Not only will this day be resourceful to inform all who attend on incredible resources that are available in the area, but full of fun to connect with local first responders and others with autism. All are welcome to attend this inclusive event that will be held from 10:00 am to 2:00 pm

	Presenting Sponsor* \$1,000	Premier Sponsor \$500	Sustaining Sponsor \$100
Activity table at event	X		
Logo/name included on promotional outdoor signage	X		
Banner or signage at event	X		
Designated appreciation in post-event social media post for each event	X		
Hyperlinked logo on event webpage	X	X	
Logo on marketing collateral <i>(posters, flyers)</i>	X		
Logo on combined banner or signage at event	X	X	X
Business name and appreciation announced during DJ announcements	X	X	

\*Five available

# BANNER PROGRAM • \$550

Market your business every day of the year with an annual banner space at Jupiter’s popular Skate Park.

Annual reach of more than **10,000** people.

## Banner design and types:

- Size: 60-inches wide by 40-inches tall.
- Banners will be designed and printed by the Town of Jupiter with sponsor input.
- Banner will be printed on one side and made of vinyl.
- Banners will include full color logos and text (the sponsor will provide its logo in a high-resolution digital form).

## Banner location:

- The banners will be placed along the main fence within the Skate Park located in Abacoa Community Park, 1501 W. Frederick Small Road.

## Conditions:

- Sponsored banners will remain installed for one year from the day of installation.
- The Town of Jupiter is not liable for any damage or loss to the sponsored banner due to vandalism, theft or extreme weather. If a banner needs to be replaced more than twice, the Town of Jupiter will coordinate the replacement of missing or damaged signs should the sponsor choose to pay a \$100/sign replacement fee.
- The Town reserves the right to temporarily remove a banner due to extreme weather.
- Location of the banner within the skate park is at the discretion of the Town.



## Sponsorship fees:

**\$550 per year**

Want to support a community contest and a great cause? Then this is the best fit for your business!

# DROP SAVERS

Participation  
**1,500-2,000**

Early 2023

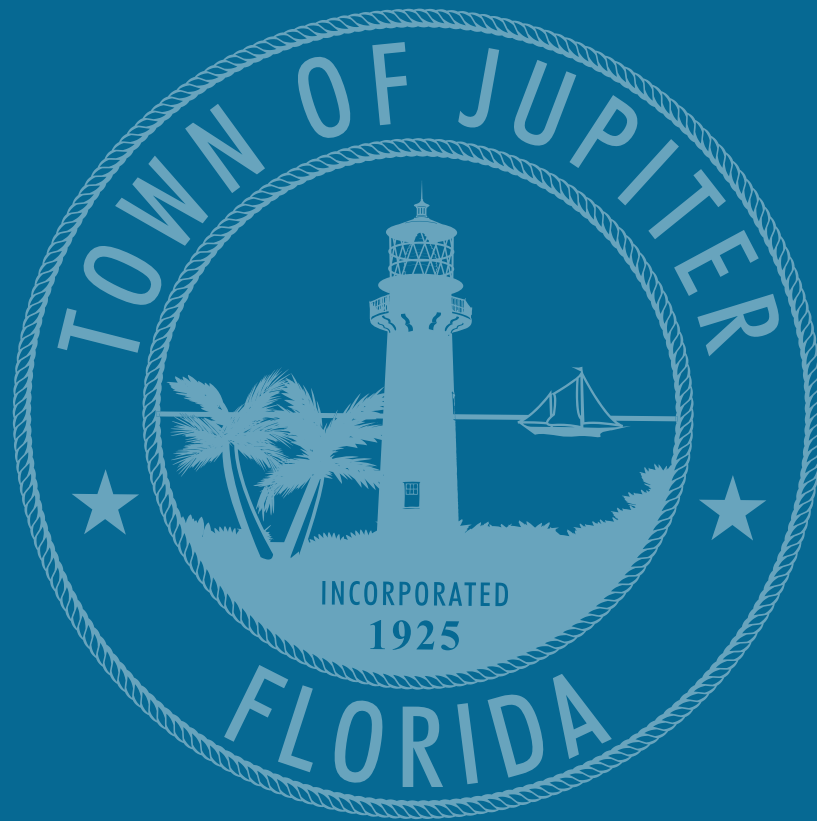
All around town

In partnership with the Florida Section of the American Water Works Association, the Town of Jupiter Utilities participates in the annual Drop Savers Poster Contest. The contest allows participants to have fun while promoting the importance of water conservation. Each participant must submit an entry on a letter size paper showing a slogan or drawing (or combination) of a water conservation idea. The sponsorships below will support this event by providing prizes to winners and needed event supplies. Out of the submissions, there are 15 selected winners - a first, second and third place winner for each division.

**The following sponsor levels and benefits are available for those who sponsor the Drop Savers contest. Preference is given to businesses actively taking steps to help with water conservation.**

	Contributing Sponsor \$500	Supporting Sponsor \$250	Advocate Sponsor Up to \$100* (In-kind Only)
Recognized in one edition of the Town Times (distributed to approximately 35K)	X		
Hyperlinked logo on event webpage	X		
Logo on marketing collateral (posters, flyers)	X		
Opportunity to provide 15 promotional items to be given to contest winners	X	X	X
Logo included on email campaigns	X		
Recognized at the award ceremony at Town Hall	X	X	X
Designated appreciation in post-event social media post	X	X	
Business name included on email campaigns		X	
Business name on marketing collateral (posters, flyers)		X	
Business name on event website		X	X

\* The Town is specially looking for in-kind goodie bag items for the 15 winners of the contest. It could be a gift card, a coupon or a small item.



**Thank You for considering the Town of Jupiter Sponsorship Program for your marketing needs. The Town hopes its opportunities align with your target audience and marketing budget.**

If you didn't find what you were looking for, please don't hesitate to contact the Sponsorship Coordinator at 561-741-2365. The Town of Jupiter offers a number of programs and events, not all of which can be captured here. We'll do our best to help you focus your promotional efforts on your ideal audience within your marketing budget.